

# **Sustainable Forest Products Global Alliance**

Quarters 1 & 2 Report

Submitted by Metafore and World Wildlife Fund

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**October 1, 2004 through March 31, 2005**

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## **Sustainable Forest Products Global Alliance**

### **Quarters 1 & 2 Report**

October 1, 2004 through March 31, 2005

#### **1. *Introduction***

The Sustainable Forest Products Global Alliance is a public/private partnership that seeks to make markets work for forests and people. Together, the partners in the Global Alliance work to advance a new model for forest conservation and community development in USAID-presence countries in which sustainable forest management is rewarded in the global marketplace. By reducing trade in illegally harvested or unsustainably managed forest products, opportunities for resource-dependent communities and low-income producers will grow.

This report summarizes the accomplishments of the two non-governmental partners—WWF and Metafore—for the first and second quarters (October 1, 2004 through March 31, 2005) of the third funding year of the Global Alliance. During this period, WWF and Metafore made substantial progress towards accomplishing the expected achievements defined for the year.

#### **2. *Expected Achievements and Benchmarks***

In November 2002, Global Alliance members and their partners adopted a Results Framework which outlined expected multi-year achievements and related first year benchmarks. During subsequent annual reviews, Global Alliance members have revised the multi-year achievements and drafted benchmarks. The following benchmarks were designed for year three (October 1, 2004 through September 30, 2005) of the Global Alliance.

**Expected Achievement A: Enhanced demand for legally produced products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations.**

Benchmarks:

- Increase number of government agencies and businesses that agree to source forest products from legal, well-managed forests.
- Increase number of businesses and government agencies implementing purchasing policies that prefer forest products from legal, well-managed forests.
- Expand dissemination of business tools for buyers of forest products.
- Improve tools related to implementing responsible purchasing practices.

**Expected Achievement B: Increased supply of products legally produced from well-managed forests that generate social, economic, and ecological benefits through improved forest management.**

Benchmarks:

- Increase number of producer group members.
- Increase the area of forest under written commitment to achieve responsible forest management.
- Improve technical assistance and information to improve access to markets.

**Expected Achievement C: More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers.**

Benchmarks:

- Increase the understanding of markets and trade flows.
- Increase the informed interaction between buyers and producers.
- Increase (trade indicator) of producer group members.
- Expand database-linked Website to house technical, policy, and market information

**Multiple Expected Achievements**

The Global Alliance partners also identified the following cross-cutting benchmarks:

- Disseminate trade knowledge to partners, businesses, and community/producer networks.
- Increase communication venues, documents describing lessons learned and success stories to promote innovation and collaboration.
- Foster an enabling/improved policy environment that promotes forest conservation.

***3. Global Highlights***

- Fourteen new companies have joined WWF's Global Forest & Trade Network, bringing the total participation in its Forest & Trade Networks (FTNs) to 401.
  - The total number of forest participants<sup>1</sup> in the FTNs is 31, committing over 12.9 million hectares of forest towards credible certification in Brazil, Nicaragua, Ghana, Indonesia, Malaysia, and Russia. This represents nearly a 278,000 hectare increase from the fourth quarter of year 2. An additional 41 companies, managing 5.2 million hectares are in the process of joining. (See Table 1: GFTN Participant Summary)
  - The 370 trade participants<sup>2</sup> can be broadly divided in to: 154 manufacturers and traders; 46 timber importers & distributors; 54 retailers; 22 paper and print companies; 9 local governments; 16 trade, labor, and wholesale associations; 15 construction related companies; and 80+ other miscellaneous organizations, including 4 banks.
  - A very rough estimate (based on public reports from some of the larger companies) suggests that the combined sales turnover of the trade participants is in excess of 209 billion USD per year, with sales of forest products in excess of 33.5 billion USD per year.
- GFTN has tracked another 43 buyer enquiries for products from producers in its Forest & Trade Networks. GFTN is tracking 156 enquiries total with a value of 51 million USD. To date, 54 of these enquiries have matured into successful trade relationships ("market links").
- GFTN has finalized and distributed the key documents that will define the future of how producer-oriented FTNs work. These documents replace the now retired Producer Group and MIV Toolkits. The GFTN Participation Requirements provide global minimum requirements for all participants of Forest & Trade Networks. The Producer FTN Participation Procedures provide guidelines for operating producer country FTNs.

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<sup>1</sup> Forest participant means a participant who is a forest owner or manager.

<sup>2</sup> Trade participant means a participant who is a processor, manufacturer, trader, specifier, or end-user of wood or paper products.

- GFTN has developed 10 new fact sheets on producer country risk assessment for Malaysia, Indonesia, Vietnam, China, India, Thailand, Bolivia, Brazil, Peru, and South Africa, adding to a growing list that also includes Sweden, Finland, Latvia, Northwest Russia, Russia South Siberia, Romania, Poland, Estonia, and Burma.
- WWF and World Business Council for Sustainable Development (WBCSD) issued a joint statement on forest certification that stresses the importance of independent credible forest certification as a tool for developing, implementing, communicating, and demonstrating good standards of commercial forest management. It describes how WWF and WBCSD plan to work together to ensure a significant increase in the availability of credibly certified forests and fiber globally.
- With The Nature Conservancy and others, WWF helped to organize a meeting of The Forests Dialogue focused on illegal logging held March 7-10, 2005 in Hong Kong. Metafore coordinated with The Forests Dialogue on inviting several major business buyers of wood and paper products and presented to the conference on the role of brand-name business buyers of wood and paper in stemming illegal logging by rewarding transparency and good practices within the supply chain. With over 120 participants from business, civil society, and government, the dialogue succeeded in raising awareness amongst business leaders of the problems posed by illegal logging; identified solutions, and built agreement around how participants could work together to ensure widespread adoption of these solutions.
- WWF and Metafore raised awareness of responsible forest trade issues with key audiences over the past two quarters with notable media coverage and targeted outreach including:
  - Metafore’s *In Focus* newsletter continued to increase its readership through content designed to appeal to the interests of businesses—who purchase paper and wood products globally—in learning of stories of success related to responsible business practices that support thriving forests.
  - In October 2004, Metafore participated on the Environmental Strategy panel “If we make our products greener will the consumer buy them?” at the OPI (Office Products Institute) Conference.
  - In December, Metafore gave several presentations on environmentally preferable paper and the global relevance of its Environmental Paper Assessment Tool (EPAT) to both suppliers and business consumers of paper in Japan.
  - In March 2005, Metafore spoke to the printers of the Association for Suppliers of Printing, Publishing and Converting Technologies and their associated network of businesses to provide a greater understanding of environmentally preferable paper and buyers’ perceptions of future trends for defining and sourcing paper.
  - Metafore also made a March presentation on environmentally preferable paper, the work of the Paper Working Group, and the EPAT at a meeting of the Sustainable Packaging Coalition that included a large number of companies—operating at national and international levels—who buy and use paper and wood products.
  - Three products created by Metafore to inform business on issues related to forest products purchasing were distributed to extended business audiences through reprints in two industry publications. MeadWestvaco’s publication, *Forest Focus*, published an article on Metafore’s Forest Certification Evaluation Tool for Buyers (November, 2004). The Door and Hardware Institute publication, *Doors and Hardware*, reprinted Metafore’s ‘Great Wall of Wood’ and the case study ‘The Home Depot, Where Business and Environment Converge’.

- Bank of America, FedEx, Kinko's, and Starbucks referenced Metafore in press releases on their respective responsible paper procurement efforts, demonstrating the effectiveness of Metafore's contribution to achieving corporate responsibility goals. These releases were broadcast on news wires and republished in a variety of publications during quarters 1 and into 2.
- The launch of WWF's China Forest & Trade Network and associated report "China's Wood Market, Trade and the Environment" was well covered in the international and regional media, including articles in *The Economist*, *The Standard: China's Business Newspaper*, Reuter's, Voice of America, and BBC Online.

#### **4. Regional Highlights**

##### Consumer Countries

##### **Professional Development Program**

Metafore's year 2 intern, Ana Alicia Eid Chatjur, completed her research project on the market for secondary manufactured wood products. Using information from this work and related research conducted by Louisiana State University, Metafore began creating products necessary to convey relevant findings to responsible producers in developing countries. The intern presented preliminary results of the research project in conjunction with a buyers' round table organized by the Rainforest Alliance in the Peten region of Guatemala (see Annex B: Alliance Chronicles for full story). Metafore also selected Richard Chavez from Nicaragua to participate as the year 3 intern.

##### **Lesser-known species strategies**

Metafore created a program of work for the year 3 intern designed to address opportunities in the use of lesser known species. The primary outcome of this work will be information and knowledge that can be applied by responsible producers of tropical forest products to develop effective market strategies for broadening the use of lesser-known species within the marketplace.

##### **Global Wood Advisor**

Metafore created and distributed the first edition of the Global Wood Advisor, a market newsletter with items such as reports on global trends and research on primary and secondary wood products. This newsletter was distributed to USAID-funded market development initiatives in client countries.

##### **WWF North American Forest & Trade Network**

WWF's North American Forest & Trade Network (NA-FTN) staff has worked extensively over the last two quarters on engaging prospective participants. Two companies have formally applied and are close to becoming participants. TBM Hardwoods, the largest U.S. importer of big-leafed mahogany (*Swietenia macrophylla*), has adopted a responsible purchasing policy that was followed by a baseline assessment of its entire supply chain. GFTN staff is working with TBM on a time bound action plan for verifying that its supply comes from responsible sources.

The NA-FTN is currently engaging with ten other companies who are interested in participating. Each of these companies has responsible purchasing policies and/or programs in place, and is interested in participating in the NA-FTN as a vehicle for implementing their responsible purchasing commitments globally. In addition, a number of companies have sought the counsel of NA-FTN staff on responsible purchasing and investment. WWF is exploring a range of potential future opportunities for collaboration with these companies.

Also, in this reporting period, NA-FTN staff worked with Global Alliance partner, The Home Depot, on its letter to the U.S. CITES Management Authority to show support for the proposal from the Indonesian Government to list ramin on CITES Appendix II. The proposal passed at the recent Conference of Parties (COP), and will ensure that export volumes of this endangered tropical wood are maintained within levels that will ensure the species' survival in the wild, assist range states in tackling illegal logging, and stimulate international cooperation to control the illegal trade of this hardwood. It will also provide increased assurance to importers and consumers that the ramin they purchase is not from illegal or unsustainable sources.

Metafore managed the development and publication of the North American FTN's responsible purchasing guide entitled, "Building a Better Business Through Responsible Purchasing", in coordination with WWF. Based on GFTN's Responsible Purchasing Guide, the publication was designed as a tool to help businesses implement purchasing policies that enhance forest management practices and eliminate illegal logging in valuable and threatened forest ecosystems around the world. The NA-FTN Responsible Purchasing Guide will be distributed to NA-FTN prospective participants, stakeholders, and will become available online at [www.worldwildlife.org](http://www.worldwildlife.org) as the NA-FTN Web page is developed.

### **Forest Leadership Forum**

Metafore completed several early planning activities related to the Forest Leadership Forum 2006, including confirming the event date and venue. Metafore developed core communication tools for the forum including a 'brand' for the conference; a Forest Leadership Forum Web site; and sponsorship brochures. Metafore has contacted stakeholders regarding sponsorship opportunities, and initiated early program planning, such as the identification of the primary program themes.

### **Paper Working Group**

For the period October 2004 – March 2005, Metafore continued collaborating with eleven large-volume users of paper as part of the Paper Working Group. Much of the group's focus was on designing and communicating about the Environmental Paper Assessment Tool (EPAT). Metafore led a period of consultation with stakeholders regarding the work of the Paper Working Group, which concluded with a Stakeholder Forum in November that included paper producers, business consumers of paper, conservation organizations (including WWF), and other non-governmental organizations. The Forum served as an opportunity to describe the EPAT and how it works, and receive input on its content and functions.

Using matching funding, Metafore also completed the design of the EPAT and began scoping parameters for the supportive Web technology. Furthermore, paper suppliers and their customers initiated a trial test of the EPAT to identify potential areas of improvement prior to constructing the EPAT Web technology.

### **GFTN Europe**

The WWF European Paper Group (EPG) was launched and held its initial meeting in Rotterdam in February 2005. Canon, Unilever, McDonald's and Lafarge participated with several more companies showing interest. Through the group, WWF will work with selected multinational European paper-using companies to drive improvement of the European paper sector with regards to responsible sourcing of wood fiber, water, and energy. One outcome will be an adapted version of the GFTN Responsible Purchasing Guide for the pulp and paper industry.

Following on its commitment to purchase responsibly, the major European Do-It-Yourself (DIY) retailer, Bauhaus AG has joined the German FTN. Bauhaus has stores in over 10 countries including Sweden, France, Austria, and Spain and is a key buyer of timber from Eastern Europe.

The German association of window molding producers, Initiative Pro Holzfenster (IPH), consisting of 350 small and middle sized companies, has also joined the German FTN. IPH is interested in supporting producers to join the GFTN and hopes to set up long-term contracts with these producers.

There is growing interest from western markets – in particular, U.K. and Germany—to link to responsible Russian producers. For example, German FTN member Hornbach made a trade visit to Moscow to meet with Russian FTN members JSC Tamak, JSC Siberian Silver Pine, Ilim Pulp Enterprise, and JSC Cherepovetsles. Hornbach is a leading DIY retailer in Germany, Austria, the Netherlands, Luxemburg, Czech Republic, Switzerland, Sweden, and Slovakia, with annual turnover of 2 million EUR, 11,000 employees, and 117 stores.

### **GFTN Asia**

WWF launched the new China Forest & Trade Network (CFTN) along with six companies that have applied to join, at a press event in Hong Kong on March 7. The China FTN will include representatives from China's rapidly growing pulp and paper sector, furniture and flooring companies, the plywood sector, and internationally-recognized retailers. The FTN aims to work with approximately 30 major companies across China that are key importers and, in turn, key suppliers to other FTN members in primarily U.K., North America, and Japan. A number of former EcoWood@sia (Hong Kong FTN) members are in the process of applying for membership of the CFTN. CFTN has also received applications from a number of major mainland China and Taiwanese companies. The mainland applicants, including two large State Forest Enterprises (managing over 420,000 ha of natural forest) will have baseline appraisals complete by the end of summer 2005.

A WWF report entitled "China's Wood Market, Trade and the Environment" was released warning that because of its rapidly rising demand for wood, China is set to dominate the world's wood market with potentially devastating impacts on some of the planet's threatened forests. The report calls on governments and the private sector to take concerted measures to promote imports and purchases of wood from well-managed forests. The China FTN will serve as an important vehicle for implementing the report's recommendations. The full report is available at [www.panda.org](http://www.panda.org).

### **Latin America and the Caribbean**

#### **Mesoamerican and Caribbean Forest & Trade Network: Jagwood+**

The Mesoamerican and Caribbean Forest & Trade Network, known as Jagwood+, has been legally established and constituted with a Board of Directors, comprised of representatives from Costa Rica, Honduras, Nicaragua, and Panama, whose members--Plywood de Nicaragua (PLYNIC), Agroforestal S.A, Prime Forestry Panama, FUNDECOR, Exchange (Simplemente Madera), COATLAHL, Muebles Lolo Morales, Fundación Politécnico Lasalle, La Mueblería, Futuro Forestal, PRADA S.A, Asociación Familia Padre Fabretto and Maderas Cultivadas de Costa Rica--include indigenous communities, furniture-makers, and the forestry industry.

Jagwood+ continued to have impact on responsible forest management and purchasing in the region, with the following successes this reporting period:



- Jagwood+ facilitated the first sale of certified wood from Futuro Forestal, a German-Panamanian Reforestation and Service Company. The Smithsonian Tropical Research Institute (STRI) purchased the timber for its Punta Culebra Exhibition Centre, located in the Amador region of Panama City. The wood will be used as construction material in the turtle exhibition area. The certified wood got a price of 120 USD per cubic meter, almost double the market price for uncertified teak from thinnings (normally around 50-70 USD/cu. m.).
- WWF has developed a user-friendly software program to facilitate the tracking of wood from legal and/or certified forest operations. The program was designed for application in Nicaragua to aid compliance with CITES II, certification standards, and responsible purchasing policies of buyers around the world. With additional World Bank/WWF Alliance funding, and in conjunction with the USAID-funded CEDEFOR project in Peru, the program will be modified for use by the Peruvian forest products industry.
- During the VII Central American Architecture Contest in Costa Rica, award-winning architect Jaime Rouillón signed a responsible purchasing policy and helped give recognition to architects who have already signed similar policies. Jagwood+ was presented with a letter of support from the Architects Association promoting the use of certified wood.
- As part of this GFTN's collaboration with (IFCs) Latin America and Caribbean Small and Medium Enterprise Facility (LAC SME Facility), Jagwood+ hosted a buyers' mission to visit Nicaraguan furniture, plywood, lumber, and flooring manufacturers. Buyers came from Holland, Panama, Costa Rica, and Peru to explore investment opportunities in Nicaragua largely because it is quickly becoming one of the most stable sources of responsibly produced wood from indigenous communities.
- Great progress was made on the supply side of the chain as low impact logging began by the indigenous community businesses of Kiwastingni (Layasiksa) and CEPISA (Las Crucetas). These logs will be sold to Nicaraguan manufacturers and/or responsible importers. Offers for this wood have been received from Peru, the United States, Guatemala, and Panama.
- In conjunction with the USAID-funded DECO-DARIEN project managed by the U.S. based NGO ACDI/VOCA, GFTN has established a community forestry enterprise as a 5-community indigenous producer group in the Rio Tupiza watershed of Panama's Darien ecoregion. This small company has changed paradigms by becoming the first entity to ever manage an area greater than 5,000 ha in Panama. The Rio Tupiza communities have completed a forest management plan and environmental impact assessment for a 27,000 ha forest which will provide a sustainable flow of raw materials to Panamanian manufacturers, including Plywood Orozco and Selloro S.A. By increasing competition for raw materials, Jagwood+ was able to increase the price paid for the wood by over 100% as well as improved contractual terms. Thus, in a short period of time, the GFTN has been able to show both indigenous leaders and wood products manufacturers that responsible forest management can add value to the forest and provide sufficient economic returns to compete with illegal logging, improve quality of life, and protect the various ecological, cultural, and social values of communities living in the autonomous Comarca (the indigenous governmental management unit).

## **Bolivia**

In November 2004, WWF Bolivia's responsible forest management and trade team applied GFTN's Modular Implementation and Verification, or Stepwise Approach tool to CIPABA, a 90,000 ha community forestry operation and sawmill. The tool was adapted to Bolivian conditions and field

tests were successfully carried out with support from WWF Central America, as well as Bolivian experts in certification. This initial approach was successful and another evaluation is underway of a different producer linked to the hardwood manufacturer, INPA Parket.

### **Peru**

With technical support from WWF Peru on chain-of-custody certification (COC) preparation, and market links provided through the GFTN, a Peruvian plywood company called Triplay Amazonico SAC was successful in obtaining its COC certificate and is importing certified veneer from CIKEL in Brazil. This linkage came about by passing product requirements from Triplay on to potential suppliers. The demand came from interest by this company in Triplay was interested in “doing it right” to distinguish its product from the rest.

### *Asia and the Near East*

#### **WWF Malaysia Forest & Trade Network – (formerly KKH)**

The Malaysia FTN has signed an MOU with World Zone, a trading company based in Malaysia, making it the latest participant in the MFTN. The total number of participants in the MFTN is now three. World Zone has links to Focus Wicks, a Do-it-Yourself company and member of the U.K FTN, and is Malaysia’s leading exporter of garden furniture with customers predominantly from Europe, North America, Japan, and Australia. As a result of World Zone’s decision to join, five companies that supply World Zone have applied to join the Malaysian FTN.

To date, Malaysia has received 21 market enquiries from 4 European countries with an estimated value of 8 million USD.

#### **WWF Indonesia Forest & Trade Network: Nusa Hijau**

PT Bangun Sarana Wreksa (BSW) became the first company to meet the entry requirements for participation in the Indonesia Forest & Trade Network, Nusa Hijau. BSW is an outdoor furniture manufacturer with market links to Switzerland and UK.

Nusa Hijau, has one trade participant and sixteen applicants that are developing action plans to qualify for participation. These include eight forest managers, two of which are community forest enterprises under a group certification scheme, and six wood processors.

WWF and has signed a letter of intent with Perum Perhutani (a parastatal organization owning large teak plantations in Java) whereby the Indonesia FTN will assist 5 forest districts in East Java to obtain certification. WWF is currently assisting Perum Perhutani to conduct baseline appraisals and develop action plans consistent with FTN participation requirements. During this quarter, production, environment and social experts contracted by WWF conducted baseline assessments of five forest management units of Perhutani with a total plantation area of 140,000 hectares.

Project support from the USAID-WWF-TNC *Alliance to build market links to conserve Indonesia’s forests* enabled two teak-growing communities in Wonogiri, Java to obtain forest management certificates from the Indonesian Ecolabeling Institute (LEI). These were the first community forestry certificates granted by LEI. However, the area of community forest certified so far is only 800 hectares and thus not large enough to produce the volume needed by large international buyers. WWF’s local partner, Persepsi, has commenced consultations with farmers and local government officials on how best to scale up this area to 20,000 hectares in the form of group certification so that it becomes of more interest to international buyers.

To date Nusa Hijau has received 26 market enquiries, with an estimated value of 18 million USD, from GFTN buyers.

Also in this period, Nusa Hijau published the GFTN Responsible Purchasing Guide in Bahasa Indonesia in October.

## **China**

With support from WWF, IKEA, and German Investment and Development Company two forest bureaus in Northeast China – with a total area of 420,000ha – achieved FSC certification.

## **Africa**

### **WWF Central Africa Forest & Trade Network**

During the ‘Yaoundé+5 Heads of the State Summit’ in Congo-Brazzaville, the Central Africa FTN (CAFTN) welcomed the forest concession managers Wijma Cameroon SARL, Pallisco, Decolvenaere, and Transformation Reef Cameroon as the first four applicants from Cameroon for membership in the FTN. Their memberships will help to conserve the Congo Basin forests, the world’s second largest tract of rainforests after the Amazon. The four companies together manage 872,000 hectares of forest concessions, including forests with high conservation value. They export over 300,000 cubic meters of sawn timber to European markets, mainly to France, Spain, the Netherlands, and the U.K., which represents 20% of annual European Union (EU) imports of sawn timber from Cameroon. The companies have six months to complete a baseline appraisal and submit certification action plans.

In February 2005, SCIEB (Société Camerounaise de l’Industrie et Exploitation du Bois) operating in Campo Ma’an, Cameroon also applied for membership to the Central Africa FTN.

### **Ghana Forest & Trade Network**

The Ghana FTN announced Samartex Timber and Plywood Co. Ltd. as its first member. Samartex is one of the leading producers in Ghana with annual sales of over 17 million EUR and concession areas of over 159,000 hectares in the western region of Ghana. Samartex produces sliced and rotary veneer, sawn timber, boules, mouldings and plywood. The company will implement a moratorium on logging in primary forests; develop plans for providing benefits to the communities that own Samartex-managed concessions; and plans to achieve certification in 2007. Samartex has established direct trading links with two members of the WWF-UK FTN, and has received additional market inquiries from European GFTN members – a total of 16 specific enquiries valued in excess of 6 million USD. (See Annex 2: Alliance Chronicles for full story.)

The Ghana FTN has secured additional funding from the DOEN Foundation and the ICCO (Interchurch Organisation for Development Cooperation) of the Netherlands. This funding will help build local community capacity and facilitate their effective participation in joint forest management in FTN participant forests as required by Ghana Forest Certification Standards. The project will involve the production of model Social Responsibility Agreements (SRAs) between local communities, the state Forest Services Division, and FTN concessionaires. The SRAs will define the mechanisms for benefit-sharing of harvesting revenues, contribution of forest management operations to local employment and development, and ongoing local consultation on forest management planning. The project will produce best practice guidelines on how to prepare effective and equitable SRAs.

*Europe and Eurasia*

**Russia Forest & Trade Network: Russian Association of Environmentally Responsible Timber Producers (RAERTP)**

JSC Cherepovezles — the largest timber industry company in Northwest Russia — has joined the Russia FTN. JSC Cherepovezles has logging operations in seven areas of the Vologda region. Two logging companies of the Cherepovetsles, in particular, JSC Bely Ruchey and JSC Belosersk hold FSC certificates for 518 000 hectares of its lease area. The wood is sold to a few of the largest companies in Finland, Norway, Sweden, and Germany.

With financial support from IKEA and USAID, and technical input from the GFTN, RAERTP's membership has grown from 3 in January 2003, to 12 in December 2005. These members include some of Russia's largest producers of pulp and paper, sawn timber, and other products with a combined forest lease area of over 10 million hectares. The vast majority of these hectares are now committed, through membership of the FTN, to credible certification over the next 10 years. The portion of participant lease area that is already certified constitutes two thirds of the total certified area in Russia. There are now a significant number of new applicants to the group, including small, medium-sized and large producers from many regions in Russia, including Siberia and the Russian Far East.

*Table 1*

GFTN Participant summary					
FTN	Status	Hectares	M3 <sup>3</sup> RWE	Wood T/O \$ <sup>4</sup>	Companies
<b>Austria</b>					
WWF Wood Group	Trade Participant				9
<b>Belgium</b>					
Belgium FSC FTN	Trade Participant		0	\$12,820,000	16
<b>Brazil</b>					
FOE CPFC (Buyers)	Suspended Trade Participant				21
FOE CPFC	Trade Participant			\$23,230,000	48
Imazon PFCA (Producers)	Application submitted	37100	100000		2
Imazon PFCA	Forest Participant	912443	30600		8
<b>Bulgaria</b>					
WWF Danube-Carpathian FTN	Application submitted	4000	140000		6
<b>Central Africa</b>					
WWF CAFTN – Cameroon	Application submitted	872000	305000		6
WWF CAFTN – Cameroon	Potential Participant	830000	0		4
WWF CAFTN – DRC	Potential Participant		0		1
WWF CAFTN – Gabon	Potential Participant	1050000			6
<b>China</b>					
WWF China FTN	Application submitted	425358	80000	\$264,000,000	5
<b>France</b>					
WWF Club Proforêt	Trade Participant				11
<b>Germany</b>					

<sup>3</sup> cubic meters round wood equivalent (volume)

<sup>4</sup> sales wood products per year

GFTN Participant summary					
FTN	Status	Hectares	M3 <sup>3</sup> RWE	Wood T/O \$ <sup>4</sup>	Companies
WWF Wood Group	Trade Participant		0		13
<b>Ghana</b>					
Ghana FOE FTN	Application submitted	109981	60000		5
Ghana FOE FTN	Baseline appr. & Action plan completed	103521	96000		3
Ghana FOE FTN	Forest Participant	159000	120000		1
Ghana FOE FTN	Potential Participant		0		4
<b>Hong Kong</b>					
EcoWood@sia	Trade Participant			\$5,000,000	10
<b>Indonesia</b>					
WWF Indonesia FTN Nusa Hijau	Application submitted		3250		1
WWF Indonesia FTN Nusa Hijau	Baseline appr. & Action plan completed	171340	125000		2
WWF Indonesia FTN Nusa Hijau	Baseline appr. & Action plan in process	2601700	700000		3
WWF Indonesia FTN Nusa Hijau	Potential Participant	757260	95000		5
WWF Indonesia FTN Nusa Hijau	Trade Participant		4000		1
<b>Italy</b>					
WWF Club per il Legno Ecocertificato	Trade Participant				17
<b>Japan</b>					
WWF Sanshoukai	Trade Participant				30
<b>Malaysia</b>					
WWF Malaysia FTN	Application submitted	108665	2500		2
WWF Malaysia FTN	Potential Participant				1
WWF Malaysia FTN	Trade Participant		10000		3
<b>Mesoamerica &amp; Caribbean</b>					
Jagwood+ Belize	Potential Participant	104.888			1
Jagwood+ Costa Rica	Potential Participant	79743	209055		20
Jagwood+ Guatemala	Potential Participant	65775			4
Jagwood+ Guyana	Potential Participant	2210000			3
Jagwood+ Honduras	Potential Participant	12119			3
Jagwood+ Nicaragua	Forest Participant	52045			9
Jagwood+ Nicaragua	Potential Participant	3925			2
Jagwood+ Nicaragua	Trade Participant	0			2
<b>Netherlands</b>					
FSC Netherlands FTN	Trade Participant			\$1,603,000,000	101
<b>North America</b>					
WWF North America FTN	Observer				13
<b>Peru</b>					
WWF Peru FTN	Potential Participant	182000	1000		6
<b>Romania</b>					
WWF Danube-Carpathian FTN	Potential Participant	35815	1509000		12
<b>Russia</b>					
WWF RAERTP	Application submitted	800000	1000000		6
WWF RAERTP	Forest Participant	11854668	23826705	\$1,746,500,000	13
WWF RAERTP	Potential Participant	249000	3600000		3
WWF RAERTP	Trade Participant			\$7,300,000	1
<b>Spain</b>					
WWF Grupo 2000	Suspended Trade Participant				2
WWF Grupo 2000	Trade Participant			\$146,100,000	11

GFTN Participant summary					
FTN	Status	Hectares	M3 <sup>3</sup> RWE	Wood T/O \$ <sup>4</sup>	Companies
<b>Sweden</b>					
WWF Skog 2000	Suspended Trade Participant				1
WWF Skog 2000	Trade Participant			\$18,364,000,000	18
<b>Switzerland</b>					
WWF Wood Group	Trade Participant				24
<b>United Kingdom</b>					
WWF UK FTN	Trade Participant			\$13,461,559,000	55

## 5. Partnerships and Leverage

### Existing Partnerships

An update on the confirmed partners and leverage is provided below. In addition to USAID's investment of 7.5 million USD, WWF and Metafore have leveraged direct and indirect contributions of 15.8 million USD from a variety of partners, representing more than a 2:1 leverage ratio. Furthermore, WWF and Metafore have leveraged an additional \$1 million in leverage in anticipation of a fourth year of the project.

Table 2: Existing Partnerships and Leverage

Partner	Role of Partner	Leverage
<i>Corporate</i>		
The Home Depot	Global Alliance charter partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$1,000,000 cash support to WWF \$50,000 cash support to Metafore
Andersen Corporation	Global Alliance partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$100,000 cash \$100,000 in-kind
IKEA	Investing in complementary projects in Russia, Bulgaria, Romania and the Baltic states.	\$1,200,000 cash \$72,000 in-kind
NorskeCanada	Global Alliance partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products and promoting these products in the global marketplace.	\$100,000
Norm Thompson Outfitters	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability. Metafore also worked with NTO to construct a wood products Scorecard to be used by internal buyers.	\$22,000 cash \$19,000 in-kind

<b>Partner</b>	<b>Role of Partner</b>	<b>Leverage</b>
McDonald's Corp.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$38,000 cash
Toyota Motor Sales USA, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$35,400 cash
Time, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$55,400 cash \$450,000 in-kind
Hewlett-Packard Co.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$50,400 cash \$380,000 in-kind
Nike, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$48,000 cash \$195,000 in-kind
Starbucks Coffee Company	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$50,000 cash \$60,000 in-kind
FedEx Kinko's, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$27,900 cash \$70,000 in-kind
Bank of America	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$40,000
Staples, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$53,400 cash \$205,000 in-kind
Cenveo (formerly Mail-Well)	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$30,400 cash
Sveaskog	Swedish state-owned forest company is partnering with WWF-GFTN to broaden the market for certified products.	\$147,000 cash

<b>Partner</b>	<b>Role of Partner</b>	<b>Leverage</b>
Forest Products Association of Canada	Provided cash contribution in support of Metafore's Certification Resource Center, and in-kind support to facilitate dialogue between forest products industry and business Buyers regarding the production of environmentally preferable paper.	\$17,000 cash \$25,891 in-kind (\$CDN35,000)
Certified Wood and Paper Association (formerly CFPC Marketing Collaborative)	In-kind support—based on business contributions and dues—in the form of promotion of certified wood and paper products.	\$307,575 in-kind
Various technical assistance providers	Provided in-kind support in the form of software and reductions of fees as a contribution.	\$8,819
Latin American forest companies in Nicaragua and Costa Rica (11)	Participated in the development and testing of tools to assess production capacity, technical assistance needs, and identify opportunities for growth in the domestic and international marketplace.	\$30,000 in-kind (provided to Jagwood+)
ERM Japan Ltd.	Contributed goods and services for Northeast Asia market assessment	\$14,000 in-kind
PROMPEX – Peruvian institution for exports promotion	Supported participation of GFTN LAC Regional Coordinator at Negocia Madera 2004 trade show in Lima, Peru	\$1,131 in-kind
Lippencott Mercer	Provided in-kind support to Metafore in the form of services.	\$70,000 in-kind
Selloro	Panamanian hardwood flooring company supporting responsible forest management and trade with the indigenous communities of the Comarca Emberá / Wounaan in the Darien Ecoregion, Panama	\$25,000
Local forest products trade associations	Using market benefits to promote sustainable economic development and forest conservation by small landowners, manufacturers and traders in the Dominican Republic	\$25,000
Newly recruited participants of Forest & Trade Networks in LAC, Russia, Africa	As new participants are recruited to FTNs they contribute membership fees and invest in action plans to promote responsible forestry	Significant but as yet not quantified parallel investments and some direct investments
<i>Private Foundation/NGO</i>		
WestWind Foundation	Supporting North American FTN activities	\$65,000 cash
Arthur Blank Family Foundation	Supporting North American FTN activities	\$100,000 cash



<b>Partner</b>	<b>Role of Partner</b>	<b>Leverage</b>
Blue Moon Fund	Supporting GFTN in North America, Brazil, and China	\$150,000 cash
Rockefeller Brothers Fund	Grant to Metafore to develop market for certified forest products.	\$200,000 cash
Ford Foundation	Grant to Metafore to improve forestry practices around the world through promoting and facilitating the increased purchase, use and sale of third-party certified forest products.	\$300,000 cash
Surdna Foundation	Contribution to Metafore to support development of collaborative for marketing certified forest products.	\$225,000 cash
MacArthur Foundation	General support to Metafore.	\$33,000 cash
Forest Trends	Programmatic support to the Global Alliance in the form of a global market assessment; strategic studies on critical issues to forest conservation and poverty alleviation; and dissemination of results.	\$4,000,000 public and private donations
GreenWood/Madre Verde	Community based NGO working in Honduras developing conservation-based SME.	\$35,000 cash
<i>Government</i>		
UK Department for International Development	Supporting development of Ghana and Brazil Producer Groups.	\$600,000 cash
European Union/WWF Belgium	Sustainable Forest Management – Central Africa Project contributing to Producer Group development	\$1,300,000 in parallel investment
Netherlands Ministry of Foreign Affairs (DGIS)	Sustainable Forest Management Project in Democratic Republic of Congo contributing to Producer Group development.	\$1,100,000 in parallel investment
BMZ	Promoting technical partnerships in forest management in Congo Basin contributing to Producer Group development.	\$50,000 in parallel investment
Congo Basin Forest Partnership/FFEM	Jengi Project technical assistance in Cameroon contributing to Producer Group development.	\$225,000 in parallel investment
Government of Sweden	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$100,000
Government of Belgium	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$40,000

<b>Partner</b>	<b>Role of Partner</b>	<b>Leverage</b>
Government of Switzerland	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$284,000
Government of Germany (DED; KfW, GTZ)	Using market benefits to promote sustainable economic development and forest conservation by small landowners, manufacturers and traders in the Dominican Republic (via PROCARYN project)	\$100,000
International Finance Corporation (IFC)	Technical assistance to support responsible producers in Nicaragua	\$150,000
European Union	Supporting FTNs in Africa and Asia	\$1,000,000 cash (1 <sup>st</sup> of five years)
<b>TOTAL*</b>		<b>\$15,129,916</b>

\*Note: In addition to the funds leveraged through the partners detailed in the table above, WWF has invested **\$679,000** of its own core funds (from member dues, individual donors, and other support) to the effort.

*Table 3: New Partnerships and Leverage*

<b>Partner</b>	<b>Role of Partner</b>	<b>Leverage</b>	<b>Status</b>
European Union	Supporting FTNs in Africa and Asia	\$3,550,000 (Years 2 – 5)	confirmed
UK Department for International Development	Support for Forest & Trade Networks in Latin America	\$600,000	confirmed
IKEA	Responsible forestry projects in Russia, China, the Carpathians, South East Asia, and the Baltic States.	\$4,900,000	confirmed
PFCA – Brazil Corporate Producer Group	Companies implementing responsible forest management and supporting operation of Brazil producer group in Belem.	\$25,000	confirmed
Blue Moon Fund	Supporting GFTN in North America, Brazil, and China	\$50,000	confirmed
Government of Sweden	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$250,000	confirmed
Government of Belgium	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$40,000	confirmed
Government of Switzerland	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$142,000	confirmed

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World Bank Development Marketplace	Lesser Known Species research and supply chain building and value chain integration in Central America	\$300,000	pending
Quad Graphics	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed
L.L. Bean	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed
JC Penny Co., Inc.	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed
REI	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed
Hearst Enterprises	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed
Office Depot	EPAT early adopter circle.	\$10,000 cash \$10,000 in-kind	confirmed

**Annex 1: Activities Table – October 1, 2004 – April 30, 2005**

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	# trained	partners	hectares	market links
A. Enhanced demand for legal products from well-managed forests									
A-1 Increase number of government agencies and businesses that agree to source products from legal, well-managed forests									
NA-FTN	WWF	On-track	1						
GFTN participation and purchasing policies	WWF	On-track							
- Central America architect			1						
Corporate Outreach	Metafore/WWF	On-track							
- European Paper Meeting					1	30			
- Japan certification seminar					1	160			
A-2 Increase number of government agencies and businesses implementing purchasing policies that prefer forest products from legal, well-managed forests.									
NA-FTN	WWF	On-track							
Paper Working Group	Metafore	On-track					6		
Brazil Buyer FTN	WWF	On-track							
A-3 Expand dissemination of business tools for buyers of forest products.									
Weekly news brief <i>In Focus</i>	Metafore	On-track		23		100			
Action briefs/fact sheets	Metafore	On-track							
Risk assessment fact sheets	WWF	completed		10					
GFTN RPG/ Participation Requirements / Procedures	WWF	completed		2					
- NA-FTN RPG				1					
GFTN Responsible Tracking Guide		On-track							
B. Increased supply of legal products from well-managed forests									
B-1 Increase the number of producer group members		On-track							
GFTN Producer Group participation / network expansion	WWF								
Indonesia							1		
- Bahasa RPG				1					
Malaysia							1		
Ghana							1		
Russia							1		
Central Africa									
Brazil									
Mesoamerica & Caribbean							11		
Peru									
Bolivia									
Vietnam									

Activity	Responsible	Status	Metric						
			policy successes	tools	tech. asst. person-days	# trained	partners	hectares	market links
<i>B-2 Increase the area of forest under written commitment to achieve responsible forest management</i>		On-track							
GFTN Producer Group progress	WWF							278,000	
Indonesia									
Malaysia									
Ghana									
Russia									
Central Africa									
Brazil									
Mesoamerica & Caribbean									
Peru									
Bolivia									
Vietnam									
China									
<i>B-3 Provide technical assistance and information to improve access to markets</i>									
Professional Development Program	Metafore	On-track				1			
Global Wood Advisor	Metafore	On-track		1					
<b>C. More efficient trade of legal products from well-managed forests</b>									
<i>C-1 Increased understanding of markets and trade flows</i>									
Lesser known species	WWF/Metafore	On-track							
GFTN market data	WWF	On-track							
<i>C-2 Increase informed interaction between buyers and producers</i>									
GFTN international coordination	WWF	On-track							
- EMG meeting, Moscow					1	11			
- Asia regional meeting, HK					1	35			
<i>C-3 Increase (trade indicator) of Producer Group members</i>									
GFTN market links	WWF	On-track							29
<i>C-4 Expand database-linked Website</i>									
Certification Resource Center	Metafore	On-track					1		

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<b>D. Multiple Expected Achievements</b>									
Forest Leadership Forum	Metafore	On-track							
Illegal logging awareness	Metafore	On-track			2		1		
Marketing and story telling	Metafore/WWF	On-track			5	370			
Responsible forest investment	WWF	On-track							
WWF-WBCSD policy on certification	WWF		1						
CITES listing of ramin	WWF		1						
<b>TOTAL</b>			4	38	11	707	23	278000	29
<b>Year 2</b>			24	98	274	1387	555	12691203	28
<b>Year 1</b>			16	9	7	1221	46	1809232	0
<b>Grand Total (Years 1 – 3 Cumulative)</b>			44	145	292	3315	624	14778434	57
<b>Metric</b>									
policy successes	tools	tech. asst. person-days	# trained	partners	hectares	market links			

## ***Annex 2: Alliance Chronicles***

### ***WWF and Partners Making Markets Work for Forests and People in Ghana***

In a groundbreaking achievement for forest conservation in West Africa, World Wildlife Fund (WWF) and Friends of the Earth signed an agreement with Samartex Timber and Plywood Co. Ltd. that will help ensure the responsible management of primary forests and valuable wildlife habitat under Samartex management in the western region of Ghana. Samartex – a vertically-integrated company with timber harvesting and sawmill operations – will implement programs to verify environmental and social performance across its operations by seeking credible forest certification on all of the 159,000 ha. (392,730 acres) of reserves under its Management.

“Samartex believes that sustainable forest management is an integral element of effective forest conservation,” said Kurt Dirtz, Managing Director for Samartex. “By working with WWF and Friends of the Earth we intend to help conserve healthy forests, while providing benefits to local communities and valuable products to our customers.”

Samartex is one of the leading forest product companies in Ghana with average annual sales of approximately 17 million euro (22,236,700 USD) and a product range that includes sliced and rotary veneer, sawn timber, boules, mouldings, and plywood. The company operates a nationally recognized apprentice training scheme as well as health and safety workshops for its 2,500 employees.



© WWF / Darius Sarshar  
Ghana FTN Coordinator Abraham Baffoe of Friends of the Earth appraises the forestry operations of an applicant company.

The agreement makes Samartex the inaugural participant of the Ghana Forest & Trade Network, a part of WWF's Global Forest & Trade Network (GFTN), and the first producer in Ghana to commit to pursue credible certification. Since Samartex became the first official participant in the GFTN, a number of other companies have applied to join.

The GFTN is WWF's initiative to eliminate illegal logging and improve the management of valuable and threatened forests. By facilitating trade links between companies committed to achieving and supporting responsible forestry, the GFTN creates market conditions that help conserve the world's forests while providing economic and social benefits for the businesses and people that depend on them.

The addition of Samartex to the GFTN completes a supply chain of GFTN-participating companies that brings forest products from the forest floor to the retail shelf. Samartex provides Sapele, Iroko, Idigbo and Utile, among other species, to Timbmet Silverman, which in turn supplies products to Travis Perkins. Timbmet and Travis Perkins - both members of the UK Forest & Trade Network of the GFTN – encouraged Samartex to participate in the GFTN as a means of satisfying their commitments to procure forest products from increasingly responsible sources.

"Our responsible purchasing policies require that our suppliers provide us with forest products guaranteed to have originated in environmentally well-managed forests," said Mike Packer, Group Environmental Manager for Timbmet Silverman. "Producers like Samartex that are committed to supplying legal and certified well-managed timber and participate in WWF's Global Forest & Trade Network provide an off-the-shelf solution to our immediate sourcing needs. Timbmet will continue to actively implement its responsible purchasing policy and in so doing stimulate the supply of timber from legal and FSC-certified sources."

With support from the Ghana Forest & Trade Network, Samartex will implement a moratorium on logging in primary forests; develop plans for providing benefits to the communities that own Samartex-managed concessions; and achieve certification to the standards of the Forest Stewardship Council in 2007. This progress will contribute towards sustainable management of the forests in the western region of Ghana and

protect species such as forest elephants, chimpanzees, red colobus monkeys, and bongos that depend on Samartex-managed forests for their habitat.

The Ghana Forest & Trade Network was established with, and receives support from, US Agency for International Development (USAID) and the UK Department for International Development (DFID).



### *The Benefits of Supporting Each Other*

Drawing on expansive research of tropical wood products, Metafore's International Market Associate, Ana Alicia Eid, worked on the ground in Guatemala to help inform Latin American wood product suppliers about U.S. and other foreign buyers and brokers.



Guatemalan producer Isrrael Girón listens to a European wood buyer who describes expected quality of wood for the German market.

Funded by USAID through its Sustainable Forest Products Global Alliance, Ana came from Bolivia to intern for the North American non-profit organization Metafore for a year. As part of her USAID-funded effort, she traveled to Guatemala to partner with Rainforest Alliance's USAID-funded Certified Sustainable Products Alliance. Ana's presentation at this conference represented a broad effort by all groups to improve the social and environmental impacts of forestry operations through the certification of forest practices and forest products. Ana's role was to facilitate market information flow among some of the world's wood importers and a group of Guatemalan wood suppliers.

Ana went into the Guatemalan community before the buyers' arrival to begin the dialogue. "I thought suppliers should know about their potential buyers' expectations, in terms of product quality, customer service and business

relationships," she explains.

Ana's research prior to visiting Guatemala sought out what U.S. companies want in their partners. She learned that in order for a producer to resonate with a U.S. buyer, they need to be able to communicate with their U.S. or other foreign audience about reliability, consistency of supply, and high quality of material to even be considered.

Ana presented this framework to wood products producers. "I told them that sample quality would be a key factor," she says. "In addition, I encouraged them to have accompanying information that addresses buyers' needs, such as the technical characteristics of lesser-known species, volumes available in the long term, and usefulness of species to develop different market segments—and to offer it in English."

Wood brokers and buyers from the United States, Australia and Germany traveled to Guatemala to learn more about this market. The two-day meeting involved networking among the producers, suppliers and NGOs. In addition to presenting material, Ana was also on hand to help facilitate and interpret exchanges of information.

Participants bolstered business relationships with Guatemalan producers and learned about new products by traveling to a SmartWood-certified community forest concession and two certified sawmills in the Carmelita area.

"Buyers were willing to pay for certified wood that came out of these communities," explains Ana. "By having this meeting funded by USAID, these community producers did not have to work through a costly broker or consultant to make new customer connections in other countries. In some cases, communities arranged to sell their entire stock of products, which speaks to the effectiveness of the collaboration among Metafore, the Rainforest Alliance and the groups that we united."



Metafore's intern Ana Alicia Eid works with Rainforest Alliance personnel to present information during the business roundtables held in Guatemala, sponsored by USAID (March 3 - 5, 2005).

As a whole, this gathering resulted in orders of nearly \$3 million in certified lumber and wood products, which will help encourage both sustainable forest management and community development initiatives in the region. Companies such as Global Building Products, EarthSource, International Specialties, Espen, Selva



Ana shares some ideas with Rainforest Alliance personnel about presenting wood samples. This toolkit was built in 2002 in Bolivia by another USAID partner (CADEFOR) under Ana's coordination.

Verde and North American Wood Products made purchasing commitments during this field trip.

Products from this mill arrived from 11 communities and two companies that together manage 461,000 hectares of forest in the Maya Biosphere Reserve.

“In all, I saw that the producers learned how to welcome buyers into their area and make important contacts, learn more about how the market operates, and spread information about Guatemalan products—such as lesser-known species—and the skills required of producers to be successful in the international market for wood products,” says Ana. “This benefited all who were involved; they were grateful for an orientation that helped them all make better business decisions.”